

Message Text

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ACTION EA-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----084800 190453Z /11

R 190405Z JUL 78
FM AMEMBASSY TAIPEI
TO USDOC WASHDC
INFO SECSTATE WASHDC 8191
USICA WASHDC
AMEMBASSY LONDON
AMEMBASSY CARACAS
AMCONSUL JOHANNESBURG
AMEMBASSY PARIS
AMEMBASSY NAIROBI
AMCONSUL SAO PAULO
AMEMBASSY TOKYO

UNCLAS SECTION 01 OF 02 TAIPEI 04634

COMMERCE FOR ITA/BED/OED/EID/WILLIAM DONAHOE

E.O. 11652: N/A
TAGS: BEXP, TW
SUBJECT: COMMERCIAL PROGRAM: VSMF QUARTERLY REPORT FOR
- 3RD QUARTER FY'78

REF: A) TAIPEI 4304 B) USDOC 11452 C) USDOC 01875

THE FOLLOWING IS POST'S 3RD QUARTERLY REPORT FOR FY'78
COVERING THE PERIOD APRIL 1 THRU JUNE 30 (63 WORKDAYS):

1. STATISTICAL: (A) TOTAL USERS: 81, TOTAL PRINTS: 342,
DURING 48 "OPERATION DAYS" WHICH EXCLUDE 15 DAYS FOR 2
OFF-SITE EXHIBITIONS AND THE DOWNISLAND PROMOTION OF
VSMF IN SOUTHERN TAIWAN. (B) TYPE OF USERS: FOREIGN
BUSINESS BUYERS: 90 PERCENT, HOST GOVERNMENT PERSONNELS:
2 PERCENT, FOREIGN SERVICE PERSONNELS: 4 PERCENT, U.S.
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BUSINESS USERS: 4 PERCENT. (C) PRODUCT CATEGORIES
SEARCHED (SIC CODE): 2819, 2821, 2851, 2911, 3041, 3231,
3411, 3423, 3429, 3431, 3432, 3444, 3494, 3536, 3537,
3542, 3559, 3561, 3562, 3573, 3579, 3623, 3633, 3662,
3728, 3823.

2. PROMOTIONAL: A) SEE REFTEL A, B) SEE REFTEL B, C) SEE

REFTEL A. ALSO VSMF WAS MOVED TO U.S. TRADE CENTER TAIPEI (TC)'S TWO OFF-SITE SHOWS IN THIS QUARTER, NAMELY THE ELECTRONICS INDUSTRY PRODUCTION MACHINERY, TEST INSTRUMENTATION & SPECIAL MATERIALS (EIPT, APRIL 11-14) AND CONSTRUCTION USA '78 (MAY 2-5). DURING THE BRIEFINGS, TC'S DIRECTOR AND POST'S COMMERCIAL OFFICER BOTH INTRODUCED VSMF TO ALL THE EXHIBITORS. AFTER THE BRIEFING, SOME EXHIBITORS CHECKED THE VSMF AND CONFIRMED THAT THEIR CATALOGS IN THE VSMF WERE CURRENT AND COMPLETE. THESE EXHIBITORS REPRESENTED DENNISON INT'L CO., RACAL-DANA INSTRUMENTS, THE BURKE CO., CATEPILLAR TRACTOR COMPANY, WAUKESHA ENGINE DIVISION, SKIL INT'L CORP., SYMONS CORP. BEFORE SEEING VSMF IN TAIPEI, THEY DID NOT KNOW THAT THEIR COMPANIES HAD BEEN PROMOTED ABROAD IN THIS WAY. THE TOTAL NUMBERS OF VISITORS TO EIPT AND CONSTRUCTION ARE 7,362 AND 3,293 RESPECTIVELY. APPROXIMATELY 25 PERCENT OF THE VISITORS EXPOSED TO VSMF. THE NUMBERS OF ACTUAL USERS OF VSMF ARE 36 IN EIPT AND 59 IN CONSTRUCTION. APPROXIMATELY 300 PRINTS HAD BEEN MADE DURING THESE TWO OFF-SITE SHOWS. PRODUCT CATEGORIES SEARCHED WERE (SIC) 3423, 3429, 3432, 3448, 3452, 3531, 3536, 3561, 3679, 3711, ETC. IN ADDITION, DURING THE CONSTRUCTION SHOW, ALSO IN THE COMMERCIAL SECTION'S BOOTH WAS A SUPER 8 COMPACT MOVIE PROJECTOR INTRODUCING THE VSMF SYSTEM. A 15 MINUTE MOVIE FILMED BY IHS, WAS PROVIDED BY IHS'S LOCAL AGENT. ACCORDING UNCLASSIFIED

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TO OUR ROUGH ESTIMATION, ABOUT 2 PERCENT OF VISITORS TO TC'S OFF-SITE SHOWS SUBSEQUENTLY WILL COME TO THE COMMERCIAL LIBRARY AS A RESULT OF SEEING THE VSMF. D) REFTEL A, E) IN ADDITION TO PROVIDING THE MOVIE AND PROJECTOR AS MENTIONED ABOVE, IHS'S LOCAL AGENT ALSO COOPERATED WITH EMBASSY IN VSMF DOWN ISLAND PROMOTION.

3. SYSTEM EVALUATION: A) AS CONTAINED IN PREVIOUS REPORTS. B) POST'S COMMERCIAL LIBRARIAN WORKED OVERTIME FOR SEVERAL WEEKENDS FOR VSMF DOWN-ISLAND PROMOTION. UNDER THE SUPERVISION OF COMMERCIAL ATTACHE AND COMMERCIAL OFFICER, SHE COMPILED AND TRANSLATED THE VSMF BROCHURES INTO CHINESE, ARRANGED THE PACKING, FORWARDING, AND INSURANCE INVOLVED WITH MOVING THE VSMF. IN WRITING EACH QUARTERLY REPORT, SHE MADE MORE THAN 40 FOLLOW-UP TELEPHONE CALLS. THE VSMF IMMENSELY INCREASED COMMERCIAL SECTION'S WORKLOAD. C) 2. EQUIPMENT SERVICING PROBLEM: ACCORDING TO REFTEL C, IHS AGREED TO PAY 3M FOR REPAIRING AND MAINTAINING THE 3M MICROFILM READER/PRINTER. 3M TAIWAN COMPLAINED THAT THEY HAVE SENT INVOICES TO IHS BUT HAVE RECEIVED NO RESPONSE. POST WILL COLLECT AND FORWARD ALL THE DUPLICATES OF THESE INVOICES TO DOC AND

IHS DENVER IN NEXT FEW DAYS.

4. C) SUCCESS STORY: SMARTRAD CO., LTD. IMPORTED THRU BUCC INDUSTRIAL CO. LOS ANGELES BRANCH 4 PIECES OF SWITCHES PRODUCED BY RELIANCE ELECTRIC CO. AS A RESULT OF USING VSMF PLANT ENGINEERING SERVICE. THE SWITCHES ARE VALUED AT 1,364 DOLS ARRIVED TAIWAN ON JULY 10.

IN RESPONSE TO REFTTEL B, POST WOULD LIKE TO CONTINUE THE LEASING OF 1) PLANT ENGINEERING, 2) DESIGN ENGINEERING,

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INFO OCT-01 ISO-00 EB-08 /021 W

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FM AMEMBASSY TAIPEI

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INFO SECSTATE WASHDC 8192

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3) BUILDING PRODUCTS, 4) DOCUMENTATION, AND 5) MEDICAL EQUIPMENT DEVICES SUPPLIES FILES FOR FY '79. UNGER

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Message Attributes

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